

East Hollywood Business Improvement District

BOARD MEETING MINUTES Tuesday, January 24, 2017 3:30 PM

Governors Attending: Shield (Chair), Zarrinnam, Massachi, Shield, Tashjian, Underdown

Staff: Shahrenian

Guests: Nancy Avila, City Attorney's Office, Neighborhood Prosecutor Program; Jeff Briggs, Briggs Law; Sharyn Romano, LA/HBT

- I) Call to Order
Shield called the meeting to order at 3:45 pm. The group members in attendance made self-introductions.
- II) Closed Session
The Board went into closed session for conference with legal counsel regarding anticipated legal action.
- III) Public Comment
Shahrenian discussed the No on Measure S campaign.
- IV) Reports from Public Agencies
Nancy Avila with the City Attorney's Neighborhood Prosecutor program introduced herself to the group. She noted that she had wanted to come in and listen to any concerns the group may have for the City Attorney's office. The group discussed ongoing concerns with the increasing homeless population within the BID.
- V) Marketing/BID Branding Mini-Retreat
Shahrenian reviewed a proposal from a prospective consultant to help facilitate a discussion with the BID Board on its marketing/branding goals. The group agreed to retain the services of the contractor and to hold a mini-retreat focusing on marketing/branding the BID.
- VI) December Financial Report
Shahrenian reviewed the financial report for December. She noted that the BID currently had approximately \$244,481 in the bank.
- VII) LABT Cleaning Contract Update

Sharyn Romano of LABT updated the Board on its monthly cleaning contract. Romano discussed a tree planting grant for the EHBID that will fund the planting of 15-gallon trees and labor. The grant will be used to replace 5 trees that are dead or dying. The grant will require LABT to replace 2 trees for each replacement. She also noted that it will soon be time to prune the trees

throughout the BID. Romano will provide a pruning quote to the BID for consideration.

VIII) Vermont Triangle

Romano commented that on certain days the cleaning crews have difficulty with maintaining the Vermont Triangle due to the homeless encampments.

It was commented that CD-4 representatives had recently asked to walk the triangle with LAPD.

Zarrinam updated the group on a presentation by Orange Barrell Media for possible ideas to help activate the Vermont Triangle through a "Gateway" media project. Zarriannam would like to schedule a meeting with CD-4 representatives to discuss alternatives.

IX) Vermont Median

The group discussed the need to keep pressure on the LADOT for contracting the second phase of Medians as well.

X) Hollywood Western BID/Route 66 BID Update

Zarrinam provided an update on the creation of the Hollywood Western BID and the Route 66. He noted that CIM Group had recently agreed to support the BID formation.

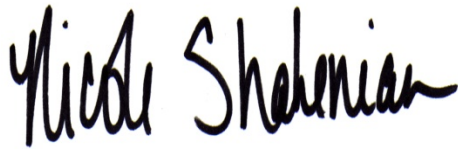
XI) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, February 21, 2017 at 3:30 pm at the Hollywood Hotel.

XII) Adjournment

The meeting was adjourned at 5:15 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahanian". The signature is written in a cursive, flowing style.

Nicole Shahanian
Executive Director